THE OMAHA DAILY BEE: SATURDAY, MARCH 26, 1904.

A GRAND EASTER OPENING SALE



Hundreds of the most artistic pattern hats from the ateliers of the foremost Parisian milliners.



The greatest millinery display in the greatest millinery store from Chicago to San Francisco.

Supreme Millinery Elegance for Easter. Ladies' Pattern Hats at \$5.

Exquisite Model Hats-the most beautiful millinery The greatest Easter millinery offering we ever confections ever shown by a millinery store in the Westhundreds of dainty and exclusive designs-laces, maline, chiffon, horse-hair braid and straw-specially priced-

\$7.50-\$9-\$10-\$12.50-\$15 5 \$25

A Special Event for Saturday.

Splendid Easter Designs at \$3.50-the most meritorious hats Prettily Trimmed Hats at \$2.50 -- Made in the very latest and

most attractive styles-charming effects in late shapes, \$2.50

Fancy Straw Hats at \$1.69-Ladies' and misses' fancy Straw Hats, in late spring effects, flower and ribbon trimmed, \$1.69

Ready to Wear Street Hats.

BEWITCHING scene of millinery elegance awaits you in our new Millinery Department. Never was Easter millinery so charmingly exhibited. Thousands of artistic designs, the inspiration of scores of master milliners are revealed in this comprehensive assemblage. Exclusive ideas predominate, our greatest endeavor being to present to Omaha ladies the choicest conceits of the millinery mart in designs that cannot be duplicated. We solicit your inspection.





Our New Millinery Department The Greatest and Largest in the West.



Superb millinery modes that reveal the cleverest conceptions of designers of international repute.

A Formal Opening Our Ladies' Costume Room @ Suit Section-

We have brought forward in this superb showing many models from the style creators of Paris as well as matchless costumes of American make, adapted from French creations. This display will be a delight to every devotee of fashion. It correctly reveals the trend of authentic fashion. Costumes for street, evening and reception weartailored suits in extreme novelties, wraps for carriage and evening wear, crepe de chene dresses for street and evening at \$35, \$49, \$57.50 and up to \$198.00 Tailored suits, exclusive styles, sample garments, at..... \$24.50, \$29, \$35, \$49 and up to \$75

SPECIAL NOTE-A special line of extra size skirts and suits has been added enabling extra stout ladies' to be fitted as easily as others.

Elegant Silk Petticoats Swell Jackets and Wraps

Beautiful petticoats to com-New tan covert, broadcloth, plete your Easter costume- peau de soie and Shantung, heavy taffeta silk petticoats, jackets, coats and wraps, indouble and triple ruffles, silk cluding swellest short and long underlay, lace trimmed flounces, effects, at \$4.98 to \$45.00. etc.-new colors, \$4.98, \$7.00,

Walking & Dress Skirts

Stun-ning Silk & Satin Waists Hundreds of new styles in all

presented. Hundreds of the very choicest designs of foreign and American masters, together with beautiful conceits from our own work rooms, in fancy straws, combination chiffon, braids and malines elaborately trimmed-your choice

Sale of Ladies' Easter Gloves

Thousands of brand new and perfect kid gloves at an extraordinary bargain for Easter selling. All the latest spring shades-made of real kid and German lambskin-all sizes-on great bargain square worth up to \$1.00, at

Finest Easter Gloves

Ladies' Easter Neckwear

\$9.98 and up to \$35.00.



